

Abstract of the Disclosure

A storage program for smoothly conveying an information transmission destination and information, 5 which are required at the time of an information exchange between an enterprise side and a consumer side, is converted into pattern information, and distributed to consumers. The storage program renders assistance for information conveyance that suits an environment 10 surrounding the consumer side, for example, depending on whether or not to make a connection to a network, etc. Additionally, a prize by which winning/losing is determined on the spot can be implemented by storing an ID number of a prize draw winner in pattern 15 information. According to the present invention, a bidirectional information exchange between an enterprise side and a consumer side can be smoothly made. At that time, troublesomeness of the operations of both the enterprise and the consumer sides can be reduced.